

 (555) 365-4567

 william.hall@email.com

 Bailey, CO

EDUCATION

Bachelor of Arts in Public Relations

University of Colorado Boulder, United States, CO

2014 - 2018

Certified Public Relations Professional

PRSA, Renewed in 2022

Crisis Communication Certification

Institute for Crisis Management, Renewed in 2021

Social Media Marketing Certification

HubSpot Academy, Renewed in 2020

SKILLS

- Expertise in developing effective PR strategies.
- Proficient in building relationships with journalists.
- Skilled in handling high-pressure situations.
- Strong ability to craft compelling press releases.
- Adept at managing social media channels.
- Competent in analyzing PR metrics.

WILLIAM HALL

PUBLIC RELATIONS MANAGER

PROFESSIONAL SUMMARY

Accomplished Public Relations Manager with over 8 years of experience in crafting impactful PR strategies and managing media relations. Adept at elevating brand presence through innovative campaigns and strategic communications. Holds certifications in Public Relations and Crisis Communication, with a track record of delivering measurable results and enhancing corporate reputation.

EXPERIENCE

- June 2022 - Now

Senior Public Relations Manager

Edelman / United States, Denver, CO

- Manage a team of 5 PR professionals, overseeing daily operations and ensuring alignment with client objectives.
- Cultivate and maintain strong relationships with media outlets, journalists, and influencers.
- Coordinate high-profile events and press conferences, resulting in a 25% increase in positive media mentions.
- Analyze PR campaign performance metrics, providing actionable insights that improved future strategies.

- March 2020 - May 2022

Public Relations Specialist

Weber Shandwick / United States, Denver, CO

- Wrote and distributed press releases, media kits, and other communication materials.
- Monitored media coverage and industry trends to inform strategic planning and response.
- Organized community outreach programs and partnership events, increasing local visibility by 30%.

- May 2018 - February 2020

Junior PR Coordinator

FleishmanHillard / United States, Denver, CO

- Supported senior PR staff in developing media strategies and campaign materials.
- Managed social media channels, increasing follower engagement by 50%.
- Prepared reports on media coverage and campaign effectiveness for internal review.